

File 148:Gale Group Trade & Industry DB 1976-2002/Dec 26
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File 16:Gale Group PROMT(R) 1990-2002/Dec 26
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File 47:Gale Group Magazine DB(TM) 1959-2002/Dec 20
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| Set | Items | Description |
|-----|-------|--|
| S1 | 1733 | (FREQUENCY (S) (AWARD OR REWARD)) |
| S2 | 433 | S1 AND (SHOP OR PURCHASE OR BUY) |
| S3 | 268 | S2 NOT PY>1999 |
| S4 | 77 | S3 AND (INTERNET OR ONLINE OR WEBSITE OR E-COMMERCE) |
| S5 | 65981 | (BUY OR PURCHASE OR ORDER) (8N) (DISCOUNT OR FREE) |
| S6 | 5299 | S5 AND ((SECOND OR OTHER OR FIRST) (5N) (ITEM OR SELECTION OR PRODUCT OR GOOD)) |
| S7 | 1197 | S6 AND (AWARD OR INCENTIVE OR REWARD) |
| S8 | 866 | S7 NOT PY>1999 |
| S9 | 345 | S8 AND (INTERNET OR ONLINE OR WEBSITE OR E-COMMERCE) |
| S10 | 215 | S9 AND OFFER |
| S11 | 88 | S10 AND TARGET? |
| ? | | |

.TS4/FULL/26

4/9/26 (Item 26 from file: 148)

DIALOG(R) File 148:Gale Group Trade & Industry DB
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10789074 SUPPLIER NUMBER: 53698853 (THIS IS THE FULL TEXT)
'Simple, Fast and Flexible' Defines Hotel Giant's Exciting, New Rewards Program, Starwood Preferred Guest.
PR Newswire, 7589
Feb 3, 1999
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1415 LINE COUNT: 00123

TEXT:

Featuring the World's Premier Hotels and Lots of Firsts!

NEW YORK, Feb. 3 /PRNewswire/ -- Amid great excitement and industry interest, Starwood Hotels & Resorts Worldwide, Inc., today debuted its breakthrough frequency program, Starwood Preferred Guests(SM). Designed as the easiest, most flexible and rewarding program of its kind, Starwood Preferred Guest features no blackout dates and no point expiration dates for active members, plus instant rewards and on-line award redemption. Starwood Preferred Guest, which replaces Sheraton Club International and Westin Premier, also boasts the fastest way to a free night and the easiest way to a free flight.

Starwood Preferred Guest, Starwood's first cross-branded program, unites the world's most celebrated names in hotels and resorts, allowing travelers to earn points and redeem awards at Westin Hotels & Resorts; Sheraton Hotels & Resorts; St. Regis/Luxury Collection(R); Four Points(R) Hotels by Sheraton; Caesars World and W Hotels(SM). With more than 550 participating hotels -- including 100 resorts -- in over 60 countries, Starwood Preferred Guest is one of the largest loyalty programs in the lodging industry.

"Starwood Preferred Guest not only combines the best elements of Sheraton's and Westin's frequency programs, but also features benefits that are unique to the industry," said Barry Sternlicht, Chairman and Chief Executive Officer, Starwood Hotels & Resorts Worldwide, Inc. "Our aggressive rewards program is designed to set the best and highest benchmark in the hotel frequency arena. It is really quite simple, we want our members to redeem and the program we have created makes it fast and easy."

Key benefits to members of Starwood Preferred Guest include:

-- A new global currency. Members will earn Starpoints(SM), linked to the industry "gold standard," airline miles. Starpoints can be used for free stays, free flights, merchandise, vacation packages, hotel dining, plus so much more. And for active members, Starpoints do not expire. -- No blackout dates. Starwood Preferred Guest is the first upscale/luxury hotel reward program to do away with blackout dates entirely at all 550 participating properties, allowing members to redeem where they want and when they want. Whether it's the Phoenician in January or The St. Regis at holiday time, your award is waiting for you. -- The fastest way to a free night. With Starwood Preferred Guest, it typically only takes an average of three stays, or \$1,000 in spending, for members to earn their first free weekend night -- faster and

fewer

points than any other hotel program. And with instant redemption, we eliminate the two to three week waiting period for a certificate

(which

are common with our competitors), making Starwood Preferred Guest

truly

the "fastest way to a free night."

-- Instant Awards(SM). Unlike any other hotel frequency program,

Starwood

Preferred Guest lets members use Starpoints instantaneously for hotel services, such as room upgrades, breakfast in bed, room service, in-room movies and more -- all at a moment's notice.

-- On-line redemption. Another first, via "www.preferredguest.com," members can instantly redeem points on-line, track account

information

and access Starwood Preferred Guest special offers. Travelers can

also

enroll in the program via the Internet and create their own personalized web page based on their travel preferences.

-- The easiest way to a free flight. Starwood Preferred Guest is the perfect complement to travelers' frequent flyer programs. We offer members an exchange rate of one Starpoint to one airline mile/point with most major airline carriers; low threshold transfer levels; transfers in any increment (whether it's 2,001; 4,693; or 50,781); as well as an unlimited number of transfers within each membership year. Plus, every time a member transfers 20,000 Starpoints earned in the program to an airline, they receive an additional 5,000 airline miles/points (equivalent based on conversion rate) as a bonus -- meaning a free air ticket is closer and easier than ever.

-- Merchandise Awards. Members can use Starpoints to purchase gift certificates at high-end merchandising partners including AT&T, Franklin Covey, Saks Fifth Avenue, Lands' End, The Sharper Image and others. With seven partners and growing, Starwood Preferred Guest features more merchandising alliances than any other hotel reward program.

"To develop Starwood Preferred Guest, we spoke with a cross-section of frequent travelers, in 12 cities in nine countries," said Juergen Bartels, Chief Executive Officer-Hotel Group, Starwood Hotels & Resorts Worldwide, Inc. "One thing we found was that while travelers are very savvy about airline programs, they don't really understand hotel programs -- in fact, nearly 50% of our target market does not belong to a hotel program. Our research also showed that those who do belong find existing programs confusing and are looking for a system that is 'simple and rewarding.'" Bartels continues, "We believe that by doing away with many typical program negatives, adding many more positives and making Starwood Preferred Guest easy, flexible and ultra-rewarding, we can become the world's most popular hotel rewards program."

In addition to being simple and innovative, Starwood Preferred Guest offers an unrivaled portfolio of hotels, featuring more properties in popular destinations than any other competitor -- more Hawaii, more Mexico, more Europe, more golf properties, more luxury properties, more gaming. Starwood also boasts more prestigious Conde Nast Traveler 1999 Gold List properties (51) than any other hotel company -- meaning members can redeem Starpoints for awards at some of the world's finest and most highly acclaimed hotels and resorts.

Along with access to a vast portfolio of hotels, frequent travelers participating in Starwood Preferred Guest will enjoy increased personal recognition while on the road. Tapping into state-of-the-art Internet technology, Starwood Preferred Guest is able to provide hotels and members with up-to-the-minute account and personal profile information. This

ensures all Starwood Preferred Guests enjoy the most personal of hotel experiences, including the ability to claim on-line, as well as same-day hotel rewards. Using the Internet to meet the varied needs of today's frequent business traveler, Starwood has designed its web site, "www.preferredguest.com," with the capability to offer members a personalized web page, accurate and current account information, on-line reward redemption, as well as easy access to program information and special offers.

Starwood Preferred Guest offers members three distinct levels of participation: Preferred Guest(SM) includes a complete membership profile; preferred check-in; instant awards; and Starpoints, earned at a rate of two points for every eligible U.S. dollar spent. After 10 stays, within one year, members reach Gold Preferred(SM) status. This level features all the benefits of Preferred Guest, plus an earning rate of three Starpoints per eligible U.S. dollar spent (a 50% bonus); instant room upgrades when available; 4:00 p.m. late check-out; weekday newspaper; and exclusive events for members. For Starwood's most loyal guests -- those with more than 25 stays in a year -- Starwood Preferred Guest members will enjoy a Platinum Preferred(SM) standing. Platinum Preferred offers an exceptional degree of personal attention and first class benefits. It features all the benefits of Preferred and Gold memberships,

plus automatic Specialty or Specialty Select room upgrades when available; guaranteed preferred room availability when booked at least 72 hours in advance; welcome amenity and more.

All active members of Westin Premier and Sheraton Club International are automatically enrolled in Starwood Preferred Guest at a level consistent with their current status in their respective programs. SCI ClubMiles will be converted on a 1:1 basis into Starpoints. Westin Premier points will be converted on a 5:1 ratio, giving members the equivalent number of points in this new program that offers greater buying power. Starwood Preferred Guest members will receive their new cards in the next few weeks, but in the meantime may continue to use their existing membership cards at all 550 participating hotels and resorts.

For full terms and conditions of the Starwood Preferred Guest program, please consult our web site, "www.preferredguest.com."

Starwood Hotels & Resorts Worldwide, Inc., through its Sheraton, Westin, St. Regis/Luxury Collection; Four Points, Caesars and W subsidiaries, has more than 650 hotels in 70 countries, with 125,000 employees and is one of the leading hotel and gaming operating companies in the world.

Note: Starwood Preferred Guest logo, artwork and competitive comparison sheet are all available on IBM and Macintosh platforms.

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COMPANY NAMES: Starwood Hotels and Resorts Worldwide Inc.

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

DESCRIPTORS: Hotel management companies

GEOGRAPHIC CODES/NAMES: 1USA United States

PRODUCT/INDUSTRY NAMES: 7011100 (Hotel Management)

SIC CODES: 7011 Hotels and motels

NAICS CODES: 72111 Hotels (except Casino Hotels) and Motels

FILE SEGMENT: NW File 649

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